

# Apollo's Cold Email Deliverability Checklist



## Level 1: The Basics

- [Link your mailbox](#) to Apollo and [read this guide](#) on deliverability
- Set up [SPF](#), [DKIM](#), and [DMARC](#) records for your domain
  - Not sure if this was set up already or correctly? Click "[Run diagnostics](#)" in the Engage tab of Apollo to make sure!
- Set a daily and hourly [sending limit](#) in Apollo (lower is safer!)
- Set a minimum delay between sends of 60 seconds or more
- Add an [opt-out/unsubscribe link](#)
- Disable [click tracking](#)
- Only add [verified email addresses](#) to sequences
  - To be extra careful, [only add leads who were last updated in Apollo within 3 months](#)
- Avoid using '[spammy](#)' language in your email copy like FREE!, Register Now!, Hurry Up!, Additional Income, Passive Income, and [others on this list](#)
- Don't include images in your outbound emails
- Send few (if any) links - If you must include links, always use secured (https://) and not (http://)
- Don't include attachments
- Use plain-text (not HTML)
- Subscribe to an inbox warmup service



## Level 2: Advanced Tactics

- Create multiple email domains and connect them to Apollo
  - Be sure to set up SPF, DKIM, and DMARC records for these, too!
- [Create a new subdomain](#) (for example, mail.apollo.io instead of apollo.io) to use for tracking opens and add it to your subdomain list in Apollo
- Set up [multiple a/b tests](#) for each email in a sequence — this way you won't send the same message and subject line to everyone, helping you 'look like a human' (which you totally are!...right?)



## Level 3: Guru-Level Deliverability

- In the 'integrations' tab, enable the integration between Apollo and [SendGrid](#) or [Mailgun](#)
- [Continually monitor your domain reputation](#), email volume, and tracking subdomains to ensure good deliverability — this isn't a one and done, it's an ongoing process!

If you'd like professional help with your deliverability, contact Apollo partner [Senders](#) — they specialize in email deliverability for outbound teams.